

## RECOMMENDED BRAND TYPOGRAPHY

### TYPEFACES

Two typeface families have been selected to use in all Utah travel related communication materials and applications. The primary family is Berthold Akzidenz Grotesk, and the secondary is Clarendon. A sensitive combination and use of these families and the specific fonts contained within each family is an important part of the Utah brand. When possible, these fonts should be used consistently to ensure and support the correct brand personality.

### BERTHOLD AKZIDENZ GROTESK

Light Oldstyle Figures is the preferred font for body copy [set at 8pt. with 16pt. leading]. Condensed Bold works well in all upper case when used for titles, headlines and subheads. Medium Condensed, Medium Condensed Italic and Light Condensed may also be used where appropriate for titles, headlines, subheads, callouts, quotes and small captions.

### CLARENDON

Clarendon Bold is the only preferred font to use from the Clarendon family. Its suggested use includes titles, headlines, subheads, or other occurrences where the application calls for display type.

Both typeface families may be purchased at [www.fonts.com](http://www.fonts.com). The Akzidenz-Grotesk Collection is also available directly from Berthold — [www.bertholdtypes.com](http://www.bertholdtypes.com).



AaBbCc123

**Akzidenz Grotesk | Light Oldstyle Figures**

Use for: Body copy

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AaBbCc123

AaBbCc123

**Akzidenz Grotesk | Light, Regular, Medium**

Use for: Headlines, subheads, and small captions

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AaBbCc123

*AaBbCc123*

AaBbCc123

**Akzidenz Grotesk | Condensed**

**[ Bold, Medium, Medium Italic, Light ]**

Use for: Titles, headlines, subheads, callouts, quotes and small captions

AaBbCc123

**Clarendon | Bold**

Use for: Titles, headlines, subheads and display type